

Record

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OGA

September 14, 1982

The Honorable
William J. Casey
Director, Central Intelligence Agency

Dear Bill:

The attached memo tells the very exciting story about our success in getting the President's Middle East speech to a huge worldwide television audience. At a cost of only \$28,610 all or part of the President's speech was seen on television by an estimated 78 million people. Countless others heard the speech live on VOA and read wireless file reports placed in the local press by our PAOs abroad. We are proud that USIA was able to support the President's dramatic initiative so thoroughly and, we hope, effectively.

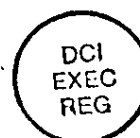
Sincerely,

A handwritten signature, likely of Gilbert A. Robinson, is written above the typed name.

Gilbert A. Robinson
Acting Director

Attachment

State Dept. review completed



September 7, 1982

MEMORANDUM FOR:

C - Mr. Shirley

FROM:

NEA - Boulos Malik *BM*

SUBJECT:

Final Report on Satellite Feed of
President Reagan's Middle East
Speech


The special USIA satellite feed was offered to Israel, Jordan, Egypt, Morocco, Saudi Arabia, Bahrain, India and Pakistan. It was used by all posts except Morocco, which picked up an EBU feed. The quality of the feed was excellent, according to all reporting posts.

There is no doubt that the expense of the special feed was well justified. Jordan, Egypt and Bahrain telecast the speech in its entirety and Israel telecast substantial portions of it. The other four countries played excerpts averaging one-and-a-half to two minutes. In Jordan, the feed was copied and hand-carried in video cassette form to King Hussein, the Crown Prince and the Foreign Minister. In Saudi Arabia, it was the first time that a USIA satellite feed had ever been used.

In an Agency where speed of the message is our most effective offense, the satellite feed made a major impact. In all countries, the speech or its excerpts were carried on the first news programs following its delivery. Because a number of neighboring countries were also able to pick up the programs, 50 million people in NEA are estimated to have seen all or part of the speech within 24 hours.

For the future, once a policy decision has been made to provide a satellite feed, the technical arrangements should be handled directly by B/TVF. In the case of Israel, this was done, but only after a call from NEA to USIS Tel Aviv, and a subsequent call from USIS to Israeli television, which alerted its correspondents in Washington to contact B/TVF for the technical data. This cumbersome and time-consuming method of passing information can be avoided by having B/TVF technicians contact directly their counterparts in NEA countries. In most cases, the names and phone numbers of the latter have been provided to B/TVF.

September 8, 1982

MEMORANDUM FOR: C - Mr. Shirley
FROM: EU - Marlin Remick 
SUBJECT: Final Report on Satellite Feed of
President Reagan's Middle East Speech

Although the area office believes the President's Middle East proposal received the maximum coverage that could be expected in Europe, reports on foreign network usage of the President's speech suggest usage and coverage of the event were not enhanced by the frantic legwork done on a U.S. satellite feed. While it is imperative that posts be apprised of important administration policy pronouncements, we question the hours of staff time and costs in transatlantic telephone charges (approximately \$1,600) expended attempting to convince European networks to take the satellite feed. There may also be an important intangible cost to goodwill expended by importunate PAOs and IOs.

The speech, although not primarily a European story, got good coverage by the major European networks. Most used excerpts from the EBU feed, interspersed with clips, interviews and correspondent reports. Approximate program time ranged from 30 seconds to four minutes. In our estimation, paying both legs on the feed would not have increased either coverage or usage.

The area office and our PAOs believe that judicious use of satellite feeds for important Administration policy statements is useful on those occasions when (a) the speaker is an important administration official, (b) the subject is of primary interest to a European audience, (c) broadcast time is morning or early afternoon in Washington, and (d) posts can be given adequate notification. Even when all of these conditions are met, however, U.S. feeds must compete with local European developments.

COUNSELOR

September 8, 1982

SEP 8 11 42 AM '82

MEMORANDUM FOR: C - The Counselor

FROM: EA - Clifton B. Forster

SUBJECT: CBF
Critique on Agency's Satellite Feed of
President's Middle East Speech

REFERENCE: Your Request dated September 2

We learned a good deal from the use of these feeds to the Area. While there was considerable confusion with the unavoidable last-minute notification and all the technical conversion problems, we did gain a better understanding of the role and use of satellite feeds in support of important policy initiatives.

In East Asia there are important factors to consider. First, the time difference often precludes "live" use of feeds and stations will tape them for later use in news or special programs. The translation problem can also be formidable and this frequently results in a delay of several hours. It is also important to recognize that few TV nets will use a feed in its entirety or even a substantial portion unless it has some local relevance. Major nets in the area also subscribe to commercial satellite services such as VISNEWS and UPITN and use their clips in news programs. Most stations are reluctant to pay down-leg costs in addition to commercial services to which they subscribe. Finally, many networks such as those in Indonesia, Malaysia, Thailand and Korea must review the contents before using the program and this precludes any simultaneous use of the feed.

In spite of the problems, satellite feed adds a new dimension to USIS support of important foreign policy issues. But we should use feeds selectively, keeping in mind the factors referred to above. Advance legwork on the satellite feed, as in any other undertaking, is necessary and vital. And development of a strategy to systematize the program should contribute more to cost effectiveness and operational efficiency of this activity in the future.

Hence, out of the recent experience, we recommend the following:

- The Agency should announce a policy that in the future when major events occur primarily involving USG policy statements by the highest USG officials, the Agency will transmit live or near-live TV programming of the event up to the major communications satellites around the world (identify which satellites). These programs may be picked up and used by any station around the world.
- With this policy enacted, Area Directors should instruct the PAOs to acquaint all major networks and stations on the policy. PAOs should keep on hand in the office and at home an address book of key station contacts and phone numbers for this purpose.

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- When a decision is made to produce and satellite a program in this on-going series, this will be communicated to PAOs by immediate cable at the earliest possible time, giving all pertinent details. Subsequent cables may be necessary. On receipt of the cable, the PAOs job is to know his potential users, to get in touch with them as expeditiously as possible, describe the program and the technical arrangements, and to use his public affairs professionalism and skills to sell the product.

We believe an operational strategy as described above would eliminate much of the confusion characterizing our earlier experiments.

A further observation — I wonder if we shouldn't forget about who pays or does not pay the down-leg. Overseas stations will understand that receiving the program from the satellite is their responsibility (and their expense). If the event warrants it, overseas networks will receive the program and use it in some form. If in the networks' judgement, the event does not warrant special treatment, they will not receive it, whether we pay the down-leg or not. If they do pay down-leg costs, they will have the good feeling that they participated in bringing the program to their viewers and did not accept a freeby from a foreign government.

We would not necessarily limit use to foreign policy statements, although this undoubtedly would be the main use. The other uses we have in mind would be the American equivalents of BBC's programs on the funeral of Churchill, a Queen's Coronation, etc. It could be, for example, a wrap-up program on the inauguration of an American President, combining the pageantry and ceremony with excerpts from the Inaugural Address. One can think of other program possibilities that would be of genuine interest to audiences abroad and would depict aspects of America of which we are proud. A good possibility would have been our Bicentennial across the nation.

In summary, the advance leg-work did obviously enhance usage and coverage of this speech in several countries in the Area thru active USIS post involvement. Some of the best use, however, has been with selected audiences using VTRs to stimulate more intensive discussions of the issues. We should keep in mind that the satellite feed is an expensive one-shot mass media affair whereas the best results can frequently be achieved at the interlocutor level using the VTRs to hammer in the main policy points following feed utilization. As to whether the expenses incurred were justified, I believe it depends on the objectives we wish to achieve. Certainly in the majority of countries there was access to the speech through other news sources. Our active involvement resulted, however, in somewhat greater use than would have been the case otherwise and this presumably justifies the expenses assuming we still have sufficient funds for the more intensive follow-up VTR interlocutor work at the posts.

September 9, 1982

MEMORANDUM FOR: C - THE COUNSELOR
THROUGH : B - Mr. Catherman *TC*
FROM : B/TVF - C. B. Groce *CB*
SUBJECT : Distribution of President's Statement on Mideast -
September 1, 1982
REFERENCE : USICA 45276

I. Initial compilation of field reaction replies to reftel re worldwide television usage of the Agency satellite broadcasts of the September 1st Presidential statement on the Mideast is as follows:

Posts responding: 22

1. Was the Presidential statement used in full or in part?

Full: 2

CAIRO, MANILA.

Part: 16

ANKARA, BANGKOK, BELGRADE, CANBERRA, COPENHAGEN, HONG KONG, JAKARTA, MADRID, MANAMA, NEW DELHI, OSLO, PRETORIA, REYKJAVIK, ROME, TOKYO, VIENNA.

2. Estimated viewing audience: In excess of 78,000,000

(Only 8 posts reported audience estimates: BANGKOK-12,000,000; CAIRO-6,000,000; JAKARTA-8,000,000; MANAMA-150,000; NEW DELHI-16,000,000; OSLO-2,400,000; ROME-8,000,000; TOKYO-25,500,000.)

3. Was the footage taken from commercial sources or Agency feed?

Agency: 11

BANGKOK, CAIRO, ISLAMABAD, JAKARTA, MANAMA, MANILA, NEW DELHI, ROME. (COMSAT reports Amman, Jidda, Lagos, and Tel Aviv also received USICA feed.)

Commercial: 11

ANKARA, BELGRADE, CANBERRA, COPENHAGEN, MADRID, OSLO, PRETORIA, REYKJAVIK, TOKYO, VIENNA, HONG KONG.



September 10, 1982

TO: Acting Director

FROM: Jock Shirley *for JWS*

SUBJECT: Final Report on Satellite Feed of President's Middle East Peace Plan

The attached information may be of interest to you in reviewing Agency efforts to provide satellite coverage of the President's Middle East Plan. Following is a consolidation of reports provided by B/TV and the Area Offices:

- The cost of the two satellite feeds and those downlinks paid for by the Agency totaled \$28,610.
- Jordan, Egypt, Bahrain and the Philippines used the Presidential speech in full, with some 16 additional posts reporting partial usage.
- Approximately 12 posts reported use of the USIA satellite feed, with 11 others relying on commercial sources.
- We estimate that more than 78 million viewers saw all or part of the President's speech.
- With the exception of Europe, which relies primarily on commercial sources, our Area Offices reported favorably on the use of Agency's satellite feed. Coverage in the Middle East was understandably quite extensive, and USIS posts report that the USIA feed made a major impact. This marks the first time ever that a USIA satellite feed has been used by Saudi Arabia.
- All posts emphasized the importance of increased lead time for future Presidential statements to insure maximum coverage.
- Shipment of VTRs to posts will insure that important, selected audiences will have the opportunity to view the statement in full. Jordan reports that the VTR was hand-carried to King Hussein, the Crown Prince and the Foreign Minister.

Attachment: a/s

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II. Nine posts have ordered the VCR: (NEA funded shipment to 32 NEA posts)

AF: Brazzaville, Djibouti, Oslo, Ouagadougou.

AR:

EA: Bangkok, Kuala Lumpur, Rangoon.

EU: Belgrade, Madrid.

NEA: (Funded by NEA: AMEMBASSY: Abu Dhabi, Algiers, Amman, Beirut, Cairo, Colombo, Dacca, Damascus, Doha, Islamabad, Jidda, Kathmandu, Khartoum, Kuwait, Manama, Muscat, New Delhi, Rabat, Sanaa, Tel Aviv, Tunis; (AMCONSUL: Alexandria, Bombay, Calcutta, Casablanca, Dhahran, Jerusalem, Karachi, Lahore, Madras; (USINT: Baghdad; (USLO: Riyadh.

III. Facilities Costs:

Incoming pool circuits from AT&T Washington to PHB	1,050.00
NBC pool fee	500.00
Subtotal	1,550.00

Circuits from PHB to U.S. Earth station	1,035.00
Uplink to Atlantic Primary satellite (0300-0330 GMT).....	320.00
Downlink to Egypt	1,400.00
Subtotal	2,755.00

Circuits to U.S. Earth station	1,035.00
Uplink to Atlantic Primary (0800-0830 GMT).....	485.00
Downlink to Israel	1,775.00
Downlink to Germany	1,065.00
Uplink from Germany to Indian Ocean Satellite	1,775.00
Downlink to India	1,660.00
Downlink to Pakistan	3,300.00
Downlink to South Africa	920.00
Downlink to Nigeria	1,770.00
Downlink to Jordan	1,800.00
Downlink to Malaysia	1,265.00
Downlink to Singapore	1,010.00
Downlink to Thailand	1,120.00
Downlink to Philippines	1,885.00
Downlink to Bahrain	1,440.00
Downlink to Italy	1,550.00
Subtotal	23,855.00

Total	28,160.00
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